

# “NEA’s Read Across America” 2021-22 State Affiliate Grant Criteria

Please note: Only NEA State Affiliates may apply for these grants.

Application Deadline: November 12, 2021

Applicants will be notified by: December 17, 2021

## Description

NEA State Affiliates may apply for a "Read Across America Grant" to enhance Read Across America activities coordinated by the State Affiliate. Emphasis should be placed on “Celebrating a Nation of Diverse Readers” with diverse books, promoting a love of reading, and focusing attention on the literacy needs and successes of children of all ages.\*

Affiliates may apply for any amount up to a maximum of \$7,500. A total of \$50,000 will be awarded.

Read Across America is a year-round program that can fit reading fun and discovery into daily, weekly, and monthly calendars with diverse books about everyone, for everyone. Ideally, grant funds would support event(s) or activities that culminate or launch on or about "NEA's Read Across America Day," which is Wednesday, March 2, 2021.

## Examples of appropriate events and/or activities include:

- The development of state-wide, community-wide, or school-wide RAA [Book Clubs](#) that encourage students to read and discuss books, reflect and write, and put ideas sparked by reading into action.
- A statewide reading tour that makes school visits to conduct reading events that focus on diverse books in coordination with the local Association.
- An event(s) that focuses on a recommended title(s) from the RAA Digital Calendar, such as a virtual or in-person visit with the author or illustrator.
- A state-wide promotion of “Read Across [insert state name] that focuses on diverse books and authors that make your state unique, helps to diversify school library bookshelves, and invites special guests from the community to read with kids.
- Large reading celebrations(s) with members and students held at public venues such as children's museums, sports or entertainment facilities, libraries, or other public venue that will accommodate several classes of students (possibly from multiple schools), such as a Read Across America Book-nic featuring storytellers, read-alouds from local celebrities, and picnic games for kids.
- Other Association-recommended events or activities.

## Read Across America Resources

Find ideas, an online toolkit, and other resources to help you brainstorm an appropriate event or activity at [www.nea.org/professional-excellence/student-engagement/read-across-america/celebrate-all-years](http://www.nea.org/professional-excellence/student-engagement/read-across-america/celebrate-all-years). Find activity ideas related to specific book titles in the RAA Digital Calendar: [www.nea.org/professional-excellence/student-engagement/read-across-america/2021-2022-calendar](http://www.nea.org/professional-excellence/student-engagement/read-across-america/2021-2022-calendar).

## **Application Deadline**

Completed applications must be submitted by Friday, November 12, 2021.

## **What NEA Will Provide**

- NEA staff will be available for consultation with the grant application process via phone calls and e-mail. NEA will not provide staff "on the ground" to coordinate the event or activity.
- Recommendations for potential partners such as First Book for reduced cost books ([www.fbmarketplace.org/read-across-america/](http://www.fbmarketplace.org/read-across-america/)) and connections to RAA supporting organizations ([www.nea.org/professional-excellence/student-engagement/read-across-america/sponsors-and-supporters](http://www.nea.org/professional-excellence/student-engagement/read-across-america/sponsors-and-supporters)).
- Grant recipients will receive a quantity of bookmarks, stickers, tabletop signage and an RAA banner.

## **Affiliate's Role and Responsibilities**

- Implementation of the proposed program, event, or activity outlined in the State Affiliate Event Grant application. RAA grant should *supplement* funding, resources, and staffing from the State and/or Local Affiliates involved. Activities should target schools with student populations in greatest need.
- Promotion of "Celebrating a Nation of Diverse Readers" and NEA's Read Across America program on State and Local Affiliates' online and social media, publications, news releases, and other member and external communication vehicles. NEA and RAA logos should appear alongside/near the state and/or local affiliate's branding.
- While the focus will be on member-driven, student-focused reading-related events, the State Affiliate should also pursue earned media opportunities at the local and state level, utilize member communications vehicles, and online/social media to promote NEA's Read Across America to both members and the public.
- Utilization of the RAA activity/event to help recruit and organize members by providing information in "meet and greet" type breakfast or lunch open houses and/or lit tables.
- Make purchases of books and other appropriate items.
- Recipients of previous RAA grants MUST submit progress report before a 2022 application will be considered.
- Grant recipients are required to adhere by and implement RAA logo standards

\*By diverse books, we mean books that feature diverse characters and recognize all diverse experiences, including (but not limited to) diversity of race, culture, language, setting, beliefs, gender, gender expression, sexual orientation, age, income, ability, religion, family structure.

## **For More Information**

Contact Joyce René Carter, [jrcarter@nea.org](mailto:jrcarter@nea.org), or Heather Griffin, [hgriffin@nea.org](mailto:hgriffin@nea.org).